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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF JULY 1988

(Number of companies reporting this month 42)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1988	238.8	- 8.3	- 3.3			
1987	247.1	+10.9	+ 4.6			
1986	236.2					
CUMULATIVE YTD						
1988	2090.7	-102.9	- 4.7			
1987	2193.5	+ 12.4	+ 0.6			
1986	2181.2					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1988	108.1	-102.5	-48.7			
1987	210.6	+ 65.2	+44.8			
1986	145.4					
CUMULATIVE YTD						
1988	3750.0	-553.2	-12.9			
1987	4303.2	+363.5	+ 9.2			
1986	3939.7					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR -SIGNIFIES DECREASE

Compiled By:
The NPD Group

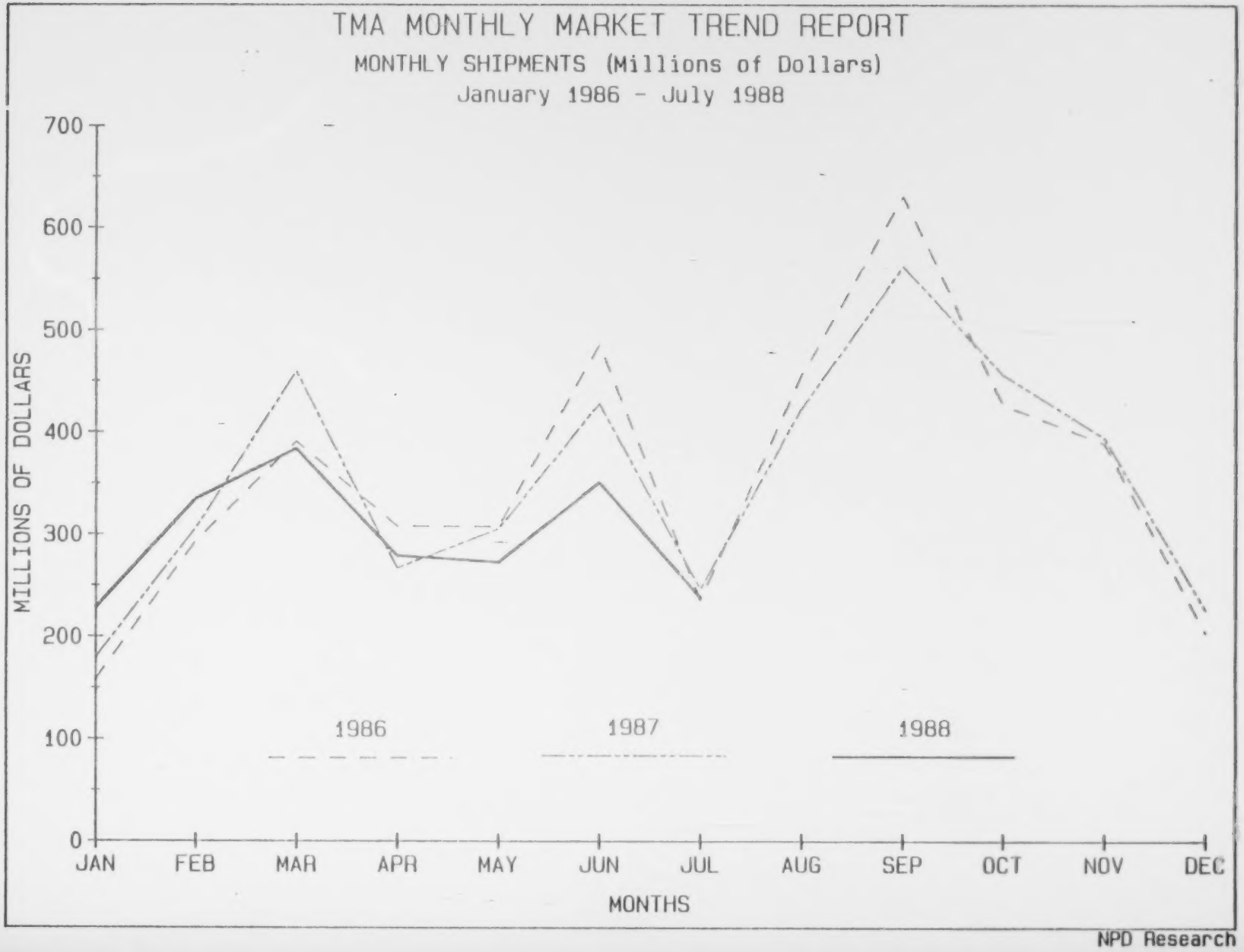
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.

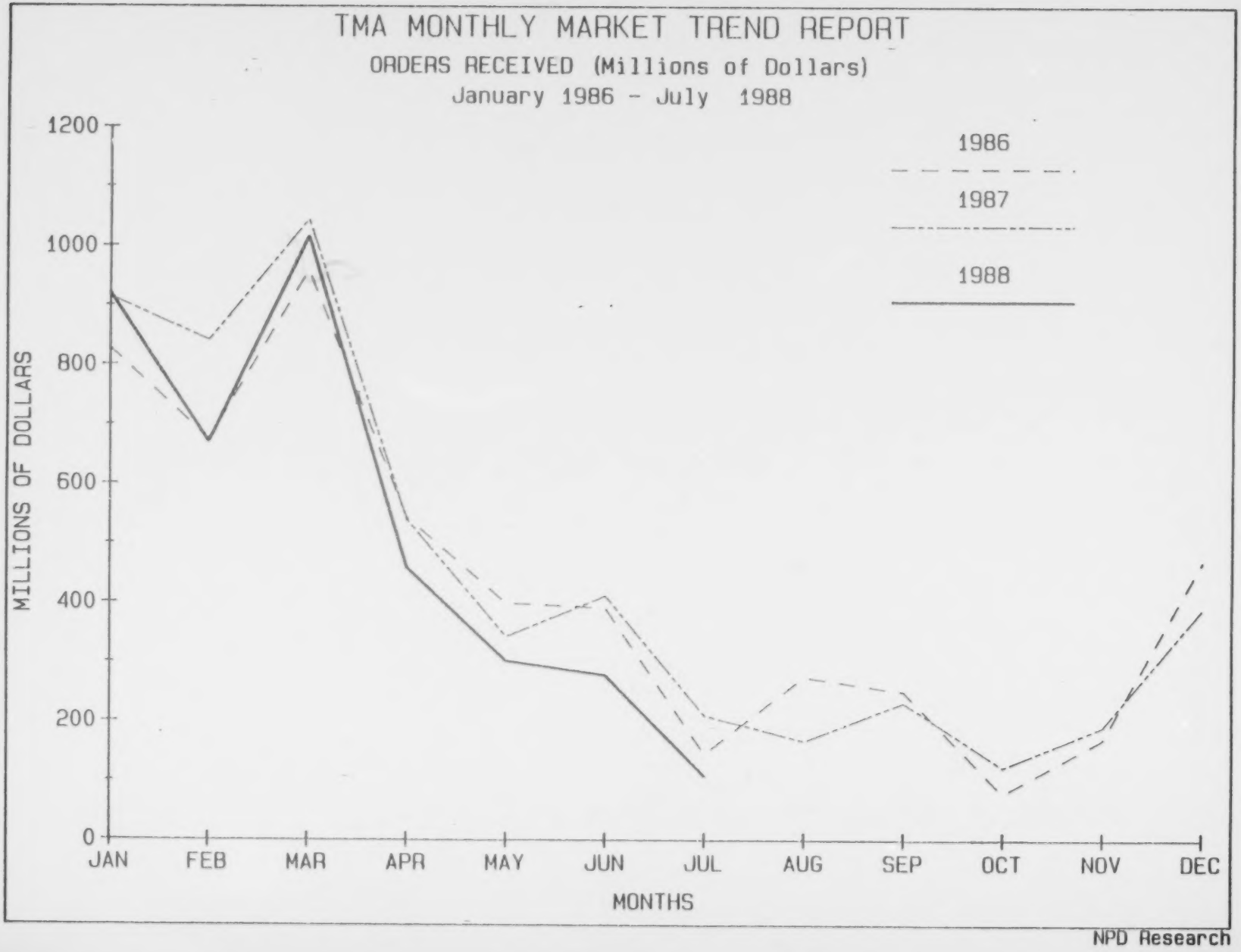
DOLLAR TREND BY MONTH JULY 1988 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD AVG.
SHIPMENTS													
1988 MONTHLY	228.8	335.1	384.3	279.2	273.0	351.4	238.8						298.7
1987 MONTHLY	179.8	306.3	459.6	267.0	305.6	428.2	247.1	423.8	562.4	456.3	394.4	226.5	313.4
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	311.6
1988 CUMULATIVE YTD	228.8	563.9	948.2	1227.4	1500.4	1851.8	2090.7						
1987 CUMULATIVE YTD	179.8	486.0	945.6	1212.6	1518.2	1946.5	2193.5	2617.3	3179.7	3636.0	4030.4	4256.8	
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
ORDERS RECEIVED *													
1988 MONTHLY	919.1	669.2	1015.6	458.2	301.7	278.1	108.1						535.7
1987 MONTHLY	913.6	840.5	1044.3	539.1	343.2	411.9	210.6	167.5	232.0	123.0	190.8	389.2	614.7
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	562.8
1988 CUMULATIVE YTD	919.1	1588.3	2603.9	3062.1	3363.8	3641.9	3750.0						
1987 CUMULATIVE YTD	913.6	1754.1	2798.4	3337.5	3680.7	4092.6	4303.2	4470.7	4702.7	4825.7	5016.5	5406.4	
1986 CUMULATIVE YTD	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
CANCELLATIONS													
1988 MONTHLY	29.3	41.9	30.3	23.4	54.3	38.0	58.1						39.3
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1	66.6	58.3	60.3	86.4	127.8	130.8	43.0	41.5
1986 MONTHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	41.3
ORDERS ON HAND (END OF MONTH)													
1988 MONTHLY	1194.9	1480.0	2081.2	2242.0	2190.7	2087.1	1880.1						1879.1
1987 MONTHLY	873.9	1382.5	2010.9	2138.6	2121.8	2025.7	1935.3	1634.8	1234.8	774.0	438.5	558.1	1784.1
1986 MONTHLY	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1080.3	615.4	326.1	565.3	1782.3

* UNCONFIRMED ORDERS ARE NOT INCLUDED

(COMPILED BY THE NPD GROUP)


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1986 - July 1988
MILLIONS OF DOLLARS
700
600
500
400
300
200
100
0
1986
1987
1988
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1986 - July 1988
1986
1987
1988
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 42 - JULY 1988

	THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	X
BANDAI AMERICAN	X	X
BARR		X
BLAZON-FLEXIBLE FLYER	X	X
CADACO	X	X
CHILTON GLOBE	X	X
COLECO	X	X
COLORFORMS	X	X
DOLLY TOY		X
EDEN TOYS	X	X
EMPIRE OF CAROLINA	X	X
ERTL	X	X
FISHER PRICE	X	X
GOLDBERGER DOLL	X	X
HASBRO	X	X
HEDSTROM	X	X
H-G TOYS		X
KENNER	X	X
KRANSCO	X	X
LEGO	X	X
LIONEL	X	X
LITTLE TIKES	X	X
MATCHBOX (USA)	X	X
MATTEL	X	X
MIGHTY STAR	X	X
M & S SHILLMAN	X	X
MONOGRAM	X	X
NATIONAL LATEX	X	X
OHIO ART	X	X
PARK PLASTICS	X	X
PARKER BROTHERS	X	X
PLACO	X	
PLAYMATE TOYS	X	X
POWER WHEELS		
PRESSMAN TOY	X	X
PROCESSED PLASTICS	X	X
PROLL	X	X
R. DAKIN	X	X
ROADMASTER	X	X
SANITOY	X	X
* KIDSTAR	X	X
STEVEN	X	X
STROMBECKER CORP.	X	X
TONKA	X	X
TYCO	X	X
REVELL	X	X
** AMTOY		X

* NEW NAME - REPLACING SKILCRAFT

** AMTOY WILL NO LONGER BE PARTICIPATING